

Second Draft

How To Get More Clients In North Wales

If you have been looking at what other businesses do for your own marketing...then stop!

Most marketing is boring, cliché or just dead wrong.

And it's these huge global enterprises that mix it all up for the local businesses.

Here are 3 simple ways I've learned how to get more clients in North Wales using effective marketing...

It's much simpler than you think.

But first, have you been branding?

In my humble opinion... branding has kept marketing in the dark ages.

Looking from the outside in, it's important, and to be fair having a solid brand that your audience is familiar with is a good argument for the massive payout branders get.

But it's not measurable. Not in the slightest.

Now you could say "what about likes and followers?", and I do hear people on that, but we're not really aiming to get either of those things.

We want sales - and I'm sure that's somewhat the reason as to why you got into business in the first place.

So saying branding is measurable is pretty much out of the window.

And saying it pays-off? Well - I can't remember a time I heard someone say they paid the bills with likes and followers...

You pay the bills with sales. With happy customers that used your products & services.

Whilst it's nice to have pretty pictures, likes, and cute animals on our businesses online presence - it doesn't move the needle forward for us.

And this leads me to my next point...

Haven't got an £100,000,000 marketing budget?

Well, the brands you see like Coca Cola, Apple, and Tesco, etc, do!

And to compare your local business with the likes of them is just unfair.

These huge global enterprises will literally throw money down the drain.

Especially for the sake of things like...

- Top of mind awareness
- Connecting with everyone
- And winning awards

Now, I'm not saying any of those things are bad.

But what I am saying is those things won't get you sales.

So if you really want to connect with your audience, and you really want to help them out in the best possible way...to get sales as a byproduct...

1) Get crystal clear on your message

Let's say you're at a train station and you're looking for Waldo.

Why Waldo? First name that came to mind, anyway...

It's busy, it's packed, and it's rush-hour.

And you have been tasked with delivering a super important message to him...so how do you get the attention of Waldo?

Well, you probably just want to yell: "Waldo!"

Pretty likely he's going to look-up and try to find who shouted his name. We've been trained since birth to respond to our name.

No different when we're talking about marketing.

Now, I want you to imagine how many marketing messages / ads you see in a day.

It's quite a lot.

We're bombarded with offers, discounts, and free gifts everytime we just want to go on our phones!

So how do you and your marketing cut through the clutter?

2) Know Your Audience

This is something a lot of business owners do a great job at.

And I'm not going to come in now and say that you haven't already figured this out.

Probably you're already crystal clear on this.

But when it comes to writing towards your audience, this is something I know people can struggle with - and that's ok.

We're going to fix that now.

The best trick I have ever learnt will shock you.

It's so simple, you'll probably think I'm joking.

Here it is:

- Read any feedback you've been given, your comments and your testimonials.

Now you know how your audience speaks.

That simple, I know.

And by the off chance you have zero of that and not a whole lot to work with...

Just read your competitors comments and testimonials.

Every business has a target audience bias.

Meaning, every business has people out in the world that are more likely to buy their stuff.

When you speak to everyone, you sell to no one.

Make sure you know how your audience speaks.

Now you know your message and audience we have to be...

3) Using the right media / medium to reach them

I was going to use Waldo as an example here.

Then I realised Waldo has seen more of the world than any of us.

I'll just be blunt instead...

That audience you have, better make sure you find out where they are.

Otherwise you'll be shooting a shotgun in the dark, hoping that someone clicks on your ad.

Your ads have to meet your audience where they're at.

They won't come to you until you've made it easy for them to find you.

Something to keep in mind when picking the right media / medium...

We have a massive advantage nowadays with the likes of social media.

But what also makes this so great, makes it have a huge downfall.

With social media being so accessible, it's become increasingly difficult to meet your audience where they're at.

So if you're looking to get all of this information implemented into your business, I wouldn't mind hopping on a call sometime so we could see if I would be of any help.

You can handle the business and I'll do the marketing.

Together we'll take your business to the next level.

Contact form.